

Amendments to the Specification:

On Page 1, before the first full paragraph, please insert the following new heading:

--BACKGROUND OF THE INVENTION--

On Page 1, please replace the first full paragraph with the following rewritten paragraph:

--The present invention relates to a sales and presentation area ~~having individual sales and presentation regions according to the preamble of Claim 1.~~--

On Page 2, before the first full paragraph, please insert the following new heading:

--SUMMARY OF THE INVENTION--

On Page 2, please replace the first full paragraph with the following rewritten paragraph:

--It is therefore the object of the present invention to avoid this disadvantage and to ensure a continuously changing appearance of the sales and presentation area via suitable constructive measures in regard to the freely travelable regions between the individual sales and presentation regions. ~~This is achieved by the characterizing features of Claim 1.~~ --

On Page 2, please replace the second full paragraph with the following rewritten paragraph:

-- ~~In this case, Claim 1 provides that the~~ The freely travelable regions between the individual sales and presentation regions are designed to be rotatable. It is provided at the same time that the individual sales and presentation regions are positioned in a known way so that one outer sales and presentation region encloses an essentially circular region and an inner sales and presentation region covers an essentially circular region, the inner sales and presentation region having a smaller external circumference than the external circumference of the region which is enclosed by the outer sales and presentation region, so that an essentially annular region is defined between the outer and the inner sales and presentation region. This annular region represents the freely accessible region outside of the sales and presentation regions, on which the changing streams of customers move between the individual sales and presentation regions. If, ~~according to Claim 1,~~ this freely travelable region is made rotatable, a static appearance is avoided and continuously changing scenery is ensured even if the customers are peacefully resting. The effect of familiarity is thus less likely to occur. --

On Page 3, please replace the first full paragraph with the following rewritten paragraph:

--Since the annular region has, in particular, ~~to be accessible to design and cleaning work, also the further features of claim 1 are necessary.~~ ~~These measures suggest that~~ the annular region is divided into segments which may be moved in the vertical direction via raising and lowering devices, particularly lowered. In this way, individual ring segments may be supplied to rooms outside of the sales and presentation regions, in which, for example,

rebuilding work on ~~the regions~~ of these ring segments may be performed. Performing this rebuilding work outside of the sales and presentation regions may be advantageous, for example, because the ring segments otherwise would not be accessible to the devices necessary for the renovation work or in order to avoid impairing the sales and presentation regions by dust and the like. --

On Page 3, please replace the second full paragraph with the following rewritten paragraph:

~~--In this case, the features according to Claim 2 have According to another aspect of the invention, it has been shown to be advantageous because these constructive measures to allow the horizontal rotational movement of the ring segments to be decoupled from their vertical movement, which is performed as necessary, and ring segments are also particularly able to be moved individually in the vertical direction.~~ --

On Pages 3-4, please replace the paragraph bridging pages 3-4 with the following rewritten paragraph:

~~--In accordance with Claim 3 According to another aspect of the invention, in addition to the rooms which are necessary for vertical movement of the ring segments, further rooms are provided below the sales and presentation regions, which the ring segments may be pushed into in the radial direction. With simultaneous implementation of Claim 4, it It is possible in this way, for example, to lower a ring segment, push a segment, via a movement in the radial direction, from the lifting and lowering devices into rooms in which, for example, rebuilding work may be conveniently performed, move the lifting and lowering devices vertically so that another ring segment may be pushed onto the lifting and lowering devices from another room, and bring this segment to the height of the sales and presentation regions as a temporary replacement.~~ --

On Page 4, please cancel the first full paragraph.

On Page 4, please replace the second full paragraph with the following rewritten paragraph:

-- ~~Of course, it is, according to claims 6~~ According to another aspect of the invention, it is also possible to implement the device sales and presentation area according to the present invention, the rotatable annular region for receiving the streams of customers in between surrounding sales and presentation regions, in manifold form, the individual annular regions approaching one another in the region of the lifting and lowering device, ~~for example, if the measures of Claim 5 are implemented.~~ This embodiment is described in more detail in the following. --

On Page 4, please cancel the third full paragraph.

On Page 4, before the paragraph bridging pages 4-5, please add the following new heading:

-- BRIEF DESCRIPTION OF THE DRAWINGS --

On Page 6, before the first full paragraph, please add the following new heading:

-- DETAILED DESCRIPTION OF PREFERRED EMBODIMENTS --

On Page 6, please replace the first full paragraph with the following rewritten paragraph:

--As may be seen in Fig. 1, individual sales and presentation regions 1, 2 are arranged into parts, a first, outer part sales and presentation region 1 at least partially enclosing an essentially circular region, within which second, inner part sales and presentation region 2 of sales and presentation regions 1, 2 extends, which at least partially covers an essentially circular region. Therefore, a freely travelable annular region 3 is formed between first, outer part sales and presentation region 1 and second, inner part sales and presentation region 2 of sales and presentation regions 1, 2, on which the changing streams of customers move between individual sales and presentation regions 1, 2. In this case, regions having other uses, such as sanitary facilities, storage rooms, or entrances and exits, may also be located in the outer region, which is defined by first part sales and presentation region 1 of sales and presentation regions 1, 2, and in the inner sales and presentation region, which is defined by second part 2 of sales and presentation regions 1, 2. Annular region 3 is divided into ring segments 3_{seg} both in regard to its constructive embodiment and in regard to its design. Thus, for example, each segment 3_{seg} may be designed as its own "adventure world" with the aid of sound, light, and smell effects, as well as the use of different floor coverings, such as wood, stone, or grass floors, reflecting or transparent floors, and floors having bodies of water and the like. Ring segments 3_{seg} may house gastronomy facilities such as cafes, bars, restaurants, or bistros, facilities such as playgrounds, movie theaters, or theaters, or exhibition regions such as auto presentations, etc. -

On Page 7, please replace the first full paragraph with the following rewritten paragraph:

--In the embodiment shown in Fig. 1, two annular regions 3 are provided, which nearly come into contact in a section 13. For this

purpose, respective ~~first parts~~ outer sales and presentation regions 1 of ~~sales and presentation regions~~ 1, 2 will not completely enclose an inner circular region, but will leave out a freely travelable section 13, which is provided with an unmoving floor. This section 13 therefore represents a connection section between both annular regions 3. Arrows R indicate the direction of rotation of annular regions 3. Furthermore, according to this embodiment, both annular regions 3 are each provided with a lifting and lowering device 4, such as a lifting stage, which is positioned in section 13 of annular regions 3.--

On Pages 7-8, please replace the paragraph bridging pages 7-8 with the following rewritten paragraph:

--During use of annular regions 3 by customers, annular regions 3 are set into horizontal rotational movement via drives (not shown). Annular regions 3 slide over lifting and lowering devices 4 in this case. If needed, for example, in the event of intended redesign of a specific ring segment 3_{seg} , the horizontal rotational movement of annular region 3 is stopped in such a way that ring segment 3_{seg} to be redesigned comes to rest on lifting and lowering device 4. If there are no customers on ring segment 3_{seg} , lifting and lowering device 4 may be activated so that this ring segment 3_{seg} is lowered as shown in the embodiment of Fig. 1 and supplied to rooms 5a below sales and presentation regions 1, 2. Arrow V in Fig. 2a and 2b indicate the direction of movement of lifting and lowering device 4. As is shown in Figs. 2b and 3c, affected ring segment 3_{seg} may now be pushed from lifting and lowering device 4 into rooms 5a, serving as a rebuilding region, via a radial movement. Arrow T in Fig. 2a and 2b indicate the direction of movement of ring segments 3_{seg} . Lifting and lowering device 4 is therefore free to receive a new ring segment 3_{seg} , which is stored, for example, in another room 5b, used as a storage room, and used as a temporary replacement for ring segment 3_{seg} , which is subjected to redesign. For this purpose,